



Kauffman Foundation Grant for Standards

The Consortium for Entrepreneurship Education is working cooperatively this year to define national content standards for entrepreneurship education at all levels of the **lifelong learning model**. Standards will be based on focus-group input from entrepreneurs across the US, with input on the performance indicators from Consortium members and their networks. Input is sought from all educators involved in entrepreneurship programs. Many thanks to the Kauffman Foundation for this great opportunity.

Ask the Entrepreneurs

NATIONAL ADVISORY COUNCIL Formed For ENTREPRENEURSHIP ED

Sixteen outstanding entrepreneurs from all over the US were appointed by the Consortium for Entrepreneurship Education to encourage the growth of entrepreneurship education for youth and adults in America. The inaugural meeting was held August 25, 2003 in Columbus, Ohio.

The National Entrepreneur Advisory Council will assist the Consortium in developing national content standards for entrepreneurship education that cover educational programs from elementary school through all secondary and post-secondary education. They will participate in committees to find new ways to promote the concept of entrepreneurship education, expand partnerships in cooperation with the Consortium, and assist in finding new ways to bring funding necessary to help the field of entrepreneurship education grow in America.

Charter members of the National Advisory Council include:

- **Al Abney – Queens Village, NY:** past owner of the **Everready Carburetor Co.**; longtime entrepreneur in the auto parts remanufacturing industry; former commissioner for the New York City Planning Board, and recipient of many leadership awards including being active in Rotary International.
- **Richard T Amarosa – Pembroke, NH:** combined his machinist background, industrial sales experience, and administrative experiences as a Vocational School director to create **Tech Ed Concepts, Inc.**, a supplier and developer of software/hardware for the scientific and educational communities.
- **Chad Atkins – St. Louis, MO:** young entrepreneur who emerged from the high school DECA program with his first invention- a reusable system to fax odd sized, valuable or damaged documents- refined it in college, and is now marketing it nationally and internationally through his business, **FaxPax, LLC**.

(Continued on page 2)

INSIDE THIS ISSUE

FOCUS ON

- * **Kauffman Foundation Grant for Standards** 1
- * **National Advisory Council Formed For Entrepreneurship Education** 1 & 2
- * **Assumptions Supporting the Entrepreneurship Lifelong Learning Model** 1 & 2
- * **Luncheon Honors Future Entrepreneurs from Detroit City Schools** 3
- * **BONUS ACTIVITY - Defying the Odds** 4 & 5
- * **Professional Development & Resources** 6
- * **CONTACT US** 2



Pictured are NEAC members Al Abney (NY), Darleen Johns (NC), Carol Majors (MO), Carol and Mike Hamilton (NH) and Alan Miller (MI) with executive committee at dinner.

ASSUMPTIONS

Supporting the ENTREPRENEURSHIP LIFELONG LEARNING MODEL

1. Entrepreneurs are not "born"...they "become" through the experiences of their lives
2. Entrepreneurs have a great diversity of personal characteristics, the common one: being willing to take a risk in return for a profit.
3. Anyone can be an entrepreneur at any time of one's life.
4. Although there is no educational degree requirement to become an entrepreneur, it is helpful to have developed good support skills including communications, interpersonal abilities, economic understanding, management, and math/finance skills.
5. Entrepreneurial ventures are the major source of new jobs in the economy...for the owner and for new employees.
6. Entrepreneurship education is NOT learned by reading a textbook and then taking a test to prove you are one.

(Continued on page 2)



Consortium for
Entrepreneurship
Education

is committed to
entrepreneurial
excellence.

Membership is open to all
who see
entrepreneurship
education
as a priority.

Benefits to
members include...

- networking with
leaders nationwide
- conducting professional
development forums and
workshops
- developing and sharing
new materials
- identifying young
entrepreneurs as
role models, and
- providing centralized
information access to
educators

For more information about
the Consortium please
contact . . .

The Consortium for Entrepreneurship Education

1601 West Fifth Avenue,
#199
Columbus, OH 43212
614-486-6538
Fax 419-791-8922
Cashmore@entre-ed.org
www.entre-ed.org

Managing Editor...

* **Cathy Ashmore**
Executive Director

Contributing Writers...

* Rosalind Denning
Detroit Public schools

* Craig Maile
Oklahoma Curriculum and
Instructional Materials Center

National Advisory Council

Formed for Entrepreneurship Education...continued from page 1

- **James S Davis – Charles City, IA:** owner of the **Iowa Title and Realty Company**, a full service title evidencing company providing services nationwide for 25 years, and an active member of the North Iowa Venture Capital Fund, also on the Governors Small Business Advisory Council for the State.
- **Joe L. Dudley, Sr. – Kernersville, NC:** president and CEO of one of world's largest manufacturers and distributors of haircare and beauty products, **Dudley Products, Inc.**, recipient of many awards such as an honorary doctorate, induction to the Horatio Alger Association of Distinguished Americans.
- **Daniel Francis – St. Louis, MO:** Starting with ownership of a pizza parlor at age 17, he created **St. Louis Pre-Sort, Inc.**, a contract-based business that sorts first class and third class business mailings, has accumulated or created many other businesses, holds a powerboat racing team world speed record.
- **Adam Gonzalez – Austin, TX:** Starting in the 1980's with one restaurant, he is now head of a chain of about 50 full-service restaurants in Texas, **Serranos Café and Cantinas and Ninfa's**, was president of TX DECA while in high school, and is an active supporter of entrepreneurship education in Texas.
- **Carol and Michael Hamilton – Littleton, NH:** chosen to represent New Hampshire as SBA's outstanding small business in 2003, **Chutters** is a unique candy store that draws people worldwide to this small rural area, as well as providing a real-life business for local school marketing students.
- **Richard Hempel – Union KY:** based on his staff management career with IBM, he has started three companies including **Belcan Partners, People Strategy, and AFKelly** for HR Outsourcing Services, and is on the Governor's Kentucky Innovation Commission, spearheading the education component.
- **Darleen Johns – Raleigh, NC:** leading the way into technology applications since 1979, she created **Alphanumeric, Inc.** to solve business problems via computers, has won numerous awards, and actively supports high priority state issues including the problems of non-traditional groups in the workplace.
- **Carol Majors – Lee's Summit, MO:** as an entrepreneurship curriculum expert, both in writing, training and marketing it to teachers, she has recently **retired from the Kauffman Foundation** and brings her educational expertise in entrepreneurship and economic education to the Council.
- **Alan Miller – Lathrup Village, MI:** from his career as manager of Chrysler Corporation's Diversity Public Relations Program he created **A Miller Group, Inc.**, a diversity events programs and public relations firm, and as a Michigan poet and playwright he founded the Literary Foundation in 2001.
- **George Pellettieri – Warner, NH:** developed a thriving landscaping business, **Pellettieri Associates, Inc.**, starting in 1983, and now employing 5 fulltime landscape architects plus college students as summer interns, cofounder of the New Hampshire Landscape Association, supports many charities.
- **Erik Sander – Tampa and Gainesville, FL:** as the Director of Industry Programs at the University of Florida, College of Engineering, he has used his expertise and contacts to form a number of medical-related companies as well as invented technology for food catering through **Diversified Mobility, Inc.**
- **Dian Thomas – Salt Lake City, UT:** with over 25 years of public relations experience, she has authored 12 books including *Roughing It Easy*, a NY Times bestseller, she assists others to practice her unique and creative approaches to getting free publicity through **The Dian Thomas Company** and her new, innovative system called *How to Get a Million Dollars Worth of Free Publicity*.
- **Susan Weiss – Louisville, KY:** co- founder of **Net Tango**. Net Tango builds web software for public affairs, healthcare, telecommunications, and educational organizations. Net Tango, recognized for innovative technology solutions, was recently awarded the Public Affairs Council's Innovation Award.

Assumptions Supporting the Entrepreneurship Lifelong Learning Model (cont)

7. Young people can build confidence in their abilities to become entrepreneurs in their future as a result of a variety of entrepreneurial activities provided throughout education.
8. Entrepreneurship education activities are a real-life vehicle for developing academic skills.
9. Education enables employees to be more successful as a result of understanding the operations of a small business and the problems of their boss.
10. Entrepreneurs are found in every occupation or career cluster.
11. Entrepreneurship education opportunities are important at all levels of education, from experiences for elementary school children through skill development for existing entrepreneurs.
12. Entrepreneurship success varies with the goals of the individual, from part-time income to fast-growing corporate structures.

(Source: Consortium for Entrepreneurship Education)

Luncheon Honors Future Entrepreneurs from Detroit Public Schools

Detroit Public Schools students were honored at the district's first "Owning Your Own" entrepreneurship luncheon on Friday, October 25, 2002 at the Marriott Hotel Renaissance Center in Detroit. In addition, Shawn Loving, chef and proprietor of Loving Spoonful Restaurant, was the recipient of the Young Entrepreneur of the Year Award.

Loving, a product of the Detroit Public Schools, spent several years as a culinary artist for Walt Disney World and Epcot Center in Orlando, FL. A 1991 Schoolcraft College graduate, Loving studied culinary arts under master chef Jeff Gabriel before opening his own restaurant. While attending the Detroit Public Schools Golightly Career and Technical Center, he studied under chef John Thomas.

More than 600 students, parents, and guests attended the luncheon. Bella Marshall, president of Barden International, Inc. delivered the keynote address.

"Young proprietors are a vital asset in creating successful new businesses in today's global economy", said Larry Givens, executive director, Detroit Empowerment Zone Development Corporation. "Youth residing in urban areas represent a collective purchasing power of \$1.7 trillion. However, these students are underrepresented in urban school districts because very few schools incorporate entrepreneurship programs into the curriculum."

Detroit Public Schools Entrepreneurship programs prepare students for a future in small business ownership. The "Owning Your Own" entrepreneurship luncheon showcased 2001-02 future entrepreneurs from Cooper, Davison, and Sampson Elementary Schools; Butzel and Webber Middle Schools; Breithaupt, Golightly and Randolph Career and Technical Centers; Pershing, Martin Luther King and Mackenzie High Schools; and Empowerment Zone schools that include Western International and Murray Wright High Schools, Earhart Middle School, and Crockett Career and Technical Center.

"We want to expose our students to the business community and help them consider entrepreneurship as a viable career choice," said Rosalind E Denning, luncheon chairperson and Entrepreneurship 2000 project coordinator for Detroit Public Schools. Detroit Public Schools, an urban school district, educates approximately 166,000 students in grades K-12. For further information contact Rosalind Denning at 313-873-7649, or Email: <rosalind.denning@detroitk12.org>



Marvis Cofield proudly displays his Leadership Award with Shar-T-Dra Cofield and Germany Brown

The **Entrepreneurship 2000** small business operations and **Entrepreneurship Clubs** serve as pilots for the district. Students in both initiatives are further engaged in the entrepreneurial circuit through mentor relationships, trade shows, conferences and exhibitions.

Entrepreneurship 2000 students are expected to:

- * Design a product or service related to Career and Technical Education.
- * Practice the needed steps to develop, market and fiscally manage a business.
- * Establish a line of credit through saving proceeds from the sale of a product or service.
- * Understand the value of utilizing available resources through mentor relationships.
- * Acquire a mindset of self-sufficiency.

The courses involved in this training are: Foods and Nutrition, Clothing, Office Technology, Printing and Graphics and Child Care. Several community agencies and financial institutions in the Detroit metropolitan area support Entrepreneurship 2000.



Alissa Smith, Davison Elementary School, shows her award for Flowers and Sweets Small Business Operation



Chef Loving, Young Entrepreneur Award Winner, thanked Chef Thomas for his stern approach to teaching

BONUS ACTIVITY

EntrepreneurNews & Views

Published by the Consortium for Entrepreneurship Education
Columbus, Ohio
Volume 12 No. 3

Defying the Odds: A Crash Course in Entrepreneurship

Business ideas come from many sources. Examples include:

- other people
- “holes ” in the market
- discoveries or inventions
- personal needs
- lucky circumstances
- customers
- a great vision
- other sources



What was the source of your idea? Regardless of the source, you need a strategy to be successful. A strategy is simply the game plan for your business; it represents how and why you are going to win. Compare a business strategy to a strategy to win a game. To win, the coaches draft a strategy. For example, they calculate the number of players who will be involved (the team), identify the equipment they will need (the resources), and assign the players and equipment for distinct roles — offense, defense, special teams, etc. (the strategy).

In addition, the coaches may plan to use the element of surprise to overcome their opponents' strategy. Of course, many more details must support this plan. However, a short statement of the strategy tells you exactly how and why the team will win. Because you are entering a complex game, you need a strategy just as concise for your company. It is a game that most people lose.

It is essential to have a well-drafted strategy for building even the smallest organization. If you dream of growing a company to any decent size, you will strategize about all aspects of the business. If you don't, you probably will not grow. While I have grown companies with half a strategy and by figuring out the missing pieces on the run, it is not the right thing to do. It adds unneeded danger to an already dangerous endeavor.

It caused me to lose my first company. I simply did not want to write down, and model, the possible implications of growth. (I then compounded that failure by also ignoring my accountant.) We grew explosively, before blowing up in year four. That may sound pretty cut-and-dry but, when I failed to create and follow a detailed strategy, almost 100 people lost their jobs and I spent years fighting lawsuits.

That reality taught me this lesson in a profound way. Many entrepreneurs purposely avoid taking the time to really strategize. I think they do it because they don't want to confront bad news. Entrepreneurs don't want to believe there may be a barrier that is difficult, or even insurmountable. They don't want to know that they could fail under some circumstances. Still others are unmotivated, or become so excited about the idea of building a business, they rush headlong into chasing the dream without charting the course to the dream.



****This bonus activity is designed to be clipped from the newsletter and used in the classroom. You may wish to start a file of Bonus Activities. You may also want to copy and share the Bonus Activity with other instructors.****

Would you climb mountains without ropes?

Would you ever climb a vertical face without ropes? Think about what goes through the head of the person who climbs a 1000-foot vertical rock wall without ropes. She believes she can do it every time (unless something completely random happens.) The ropes also cost money, time and effort to use. She must learn to plan very carefully and be at her best physical condition; to make a strategic mistake would cost her everything.

What if an unplanned circumstance arose, such as a rock shifting or bad weather suddenly developing? Even with a great strategy and planning, she will find herself in a potential life-ending situation. Since most entrepreneurs cannot afford ropes or do not know how to use them, they simply start climbing (and hope). Think this is an exaggeration? When you face making payroll on Friday and have no cash on Monday, you will understand exactly what it means to climb without ropes. Sadly, too many people seem to skip the development of a complete strategy; they think they are great freestyle climbers. Luckily, the consequence of failure is not death — only a possible bankruptcy and lots of ego-busting pain.

Developing a comprehensive strategy —and being honest with yourself about it — is difficult. It is also essential. It will force you to understand the areas of risk and help you to form a studied plan of attack. Are you dispassionate? Only by taking an unemotional approach to your dream and forcing yourself to analyze the path to success — allowing for tough breaks or good fortune — can you create a plan that allows you to adjust to whatever comes your way without panicking. Why do investors love to invest in “repeaters?” Repeaters have climbed the vertical wall a number of times. They accept the need to think through all aspects of growing a business and are prepared for the many concerns that always arise. They have also developed the toughness to survive the challenges that are beyond their control.

QUESTIONS FOR DISCUSSION:

1. Why do entrepreneurs fail to plan?
2. What are some of the possible outcomes of failure to plan?
3. What can this new product teach you about starting a business?

Defying the Odds: A Crash Course in Entrepreneurship

This is a 6-part course created by an entrepreneur who has experienced both success and failure. Its goal is to improve your odds for success. Whether you are already managing your own business, or thinking about starting one, this course will help you to understand many of the very real, very tough issues in building a business. The workbook covers the following six topics in individual “Days” (modules):

Day 1--Becoming an Entrepreneur

Day 4--Building a Team

Day 2--Developing a Strategy

Day 5--Raising Capital

Day 3--Preparing the Business Plan and Financials

Day 6--Developing the Heart of the Entrepreneur

Each topic concludes by asking you reflective questions and providing guidance from the author’s own experiences. A workbook presents the topics in detail, including the reflective questions. Real-life experts, entrepreneurs, and the author provide insights and advice on video for each topic. Can be used both for individual study or facilitated learning in a group setting.

The author, and primary presenter in the video, is Scott Klososky. Scott is a currently successful entrepreneur, who has other successes and failures behind him. The content and the concept behind this course are his creations.

Developed by the Curriculum and Instructional Materials Center, Oklahoma Department of Career and Technology Education. Interested trainers and organizations can order “Defying the Odds” through the CIMC online catalog at: www.okcareertech.org/cimc; by phone at 800-654-4502, or by fax at 405-743-5154. They can purchase the videos and workbook together (for a course facilitator) as well as additional workbooks (for participants).



The Ohio Council on Economic Education
The Ohio State University
College of Education
1900 Kenny Rd.
Columbus, OH 43210
12707.900125.61801

Non-Profit Org.
U.S. Postage
PAID
Columbus, Ohio
Permit No. 711

FREE RESOURCES

for TEACHERS in the Entrepreneurship Classroom

<www.entre-ed.org>



PROFESSIONAL DEVELOPMENT & Resources

Page 6

PUBLICATIONS OF NOTE

Explosive Growth: How to Create Task-Oriented Growth Plans for Your Business by Glenn E. Dawson. Published by SRG Publications. \$21.95. ISBN# 0-9643938-0-8. This book introduces planning for operations growth, new understanding for new challenges, a must purchase for entrepreneurs. In recent years, planning has focused on rearranging the dominoes already on the table. This focus must give way to the solid demands of operations growth — new products cost effectively produced that meet challenging customer needs.

Operations growth is a difficult challenge faced by many entrepreneurs and other established companies. In *Explosive Growth* you will be introduced to the key concepts needed by those striving to move forward. The book opens with a case study which streamlines the methodology. In addition, it has over 40 exercises and a teaching guide making it a great curriculum tool to use in the classroom to teach entrepreneurs. Applying the Explosive Growth technology will enable you to move forward in your growth journey.

Order from SRG Publications is P.O. Box 536, Maple Shade, NJ, 08052. 856-810-7677, or ask at most book stores.

“Defying the Odds” Developed by the Curriculum and Instructional Materials Center, Oklahoma Department of Career and Technology Education. See pages 4-5 for details.

Mind Your Own BizNiche!® By Mary N. Squire

Published by Writer’s Club Press, May 2002
(paperback, e-book, audio CD)

Mind Your Own BizNiche!® is an interactive walk-talk that guides entrepreneurs through the “pre-business” stages of personal assessment, overcoming fears, defining goals, identifying “niche” business opportunities, and creating a “BizNiche” action plan. Includes:

- 105 Best Home-Based & Small “Businesses” for the New Millennium
- 25 “BizNiche” Ideas You Can Start Today With Passion & Pocket Change
- Entrepreneur resource lists including online information
- Motivational quotes
- Interactive guides, checklists, personal assessments, and more...

Contact: Mary Squire, Source 1 Business Consulting,
719 Executive Center Drive #312C, West Palm Beach, FL 33401
Phone: 561.635.4469

Email: www.MyBizNiche.com

website: source1@MyBizNiche.com

